What is claimed is:

1   1.   A system for supplying an Internet advertisement to a recipient who is

2   using the Internet, comprising:

3   a receiver which accepts a signal from a device associated with the recipient, the

4   signal indicating the location of the device;

5   a processor that in real-time selects from a plurality of advertisements at least

6   one said advertisement having a correlation with the location of the device; and

7   an output which sends the selected advertisement to the recipient.

1   2.   A system according to claim 1, wherein the correlation is at least one of

2   a climatic association, a proximity association and a regional association.

1   3.   A system according to claim 1, wherein the device is selected from the

2   group consisting of a personal computer, a remote terminal connected to a central mainframe

3   computer, a WebTV® unit, a Web-enabled cellular phone, a Web-enabled personal organizer

4   and an Internet appliance.

1   4.   A system according to claim 1, wherein signal is obtained from a global

2   positioning system chip contained in the device.

1   5.   A system according to claim 1, wherein the receiver is a web host

2   computer which stores and transmits web page information to the recipient.

1   6.   A system according to claim 5, wherein the output transmits information

2   about the recipient's location from the web host computer to an advertiser's computer and the

3   web host computer receives from the advertiser's computer an advertisement having a

4   correlation with the location of the device, and as a result, the output sends the advertisement

5   to the recipient.

1   7.   A method for supplying an Internet advertisement to a recipient who is

2   using the Internet, comprising the steps of:

3   receiving an item of positional information from a device associated with the

4   recipient, the item of positional information indicating the location of the device;

5   selecting in real-time from a plurality of advertisements at least one said

6   advertisement having a correlation with the location of the device; and

7   sending the selected advertisement to the recipient over the Internet.

1   8.   A method according to claim 7, wherein the step of sending comprises

2   transmitting the advertisement along with a web page that the recipient has requested so that

3   the advertisement is displayed together with the web page.

1   9.   A method according to claim 7, wherein the correlation is at least one of

2   a climatic association, a proximity association and a regional association.

1   10.   A method according to claim 7, wherein the device is selected from the

2   group consisting of a personal computer, a remote terminal connected to a central mainframe

3   computer, a WebTV® unit, a Web-enabled cellular phone, a Web-enabled personal organizer

4   and an Internet appliance.

1   11.   A method according to claim 7, wherein the item of positional

2   information is provided by a global positioning system chip contained in the device.

1   12.   A method according to claim 7, wherein the step of receiving is

2   performed by a web host computer which stores and transmits web page information to the

3   recipient.

1   13.   A method according to claim 12, wherein the advertisements are stored

2   on an advertiser's computer, and further comprising the steps of:

3   transmitting information about the location to the advertiser's computer from

4   the web host computer to the advertiser's computer;

5   receiving, at the web host computer, the advertisement having a correlation with

6   the location of the device, from the advertiser's computer as a result of the transmitting; and

7   sending the advertisement from the web host computer to the recipient.

1   14.   A system for selecting in real-time and sending an Internet

2   advertisement to a recipient who is using the Internet and who requests a web page from a web

3   site, comprising:

4   a data collector that receives information about the recipient;

5   a profile generator that uses the information from the data collector to identify

6   the recipient; and, in real-time, to generate a profile for the recipient;

7   a selector which uses the profile to select from a plurality of advertisements a

8   particular said advertisement that has a correlation with the profile; and

9   an output which sends the selected advertisement to the recipient.

1   15.   A system according to claim 14, wherein the information used by the

2   profile generator is obtained from a browser used by the recipient.

1   16.   A system according to claim 15, wherein the information used by the

2   profile generator comes from at least one of the browser's list of preferred websites and the

3   browser's history file listing sites previously visited.

1   17.   A system according to claim 14, wherein the information used by the

2   profile generator is obtained from content of at least one website which the recipient has

3   visited.

1   18.   A system according to claim 14, wherein the information used by the

2   profile generator is obtained from a third party.

1   19.   A system according to claim 14, wherein the information used by the

2   profile generator is obtained from at least one response given by the recipient to a question

3   posed.

1   20.   A system according to claim 14, wherein the information used by the

2   profile generator includes a prior profile.

1   21.   A system according to claim 14, wherein the output transmits the

2   advertisement along with the web page that the recipient has requested so that the

3   advertisement is displayed together with the web page.

1   22.   A method for selecting in real-time and sending an advertisement to a

2   recipient who is using the Internet and who, over the Internet, requests a web page from a web

3   site, comprising the steps of:

4   identifying the recipient;

5   generating in real-time a profile for the recipient;

6   selecting from a plurality of advertisements at least one said advertisement

7   having a correlation with the profile; and

8   sending the selected advertisement to the recipient over the Internet.

1   23.   A method according to claim 22, wherein the recipient requests the web

2   page using a browser and wherein the profile is generated using information obtained from the

3   browser.

1   24.   A method according to claim 23, wherein the information obtained from

2   the browser comes from at least one of the browser's list of preferred websites and the

3   browser's history file listing sites previously visited.

1   25.   A method according to claim 22, wherein the profile is generated using

2   information obtained from content of at least one website which the recipient has visited.

1   26.   A method according to claim 22, wherein the information is obtained

2   from a third party.

1   27.   A method according to claim 22, wherein the information is obtained

2   from at least one response given by the recipient to a question posed.

1   28.   A method according to claim 22, wherein the profile is generated in part

2   based upon a prior profile.

1   29.   A method according to claim 22, wherein the step of sending comprises

2   transmitting the advertisement along with the web page that the recipient has requested so that

3   the advertisement is displayed together with the web page.

1   30.   A system for selecting in real-time and sending an Internet

2   advertisement to a recipient who is using the Internet:

3   a data collector that identifies a web site from which the recipient has requested

4   a web page;

5   a profile generator that uses the identified web site, in real-time, to generate a

6   profile for the recipient;

7   a selector which uses the profile to select from a plurality of advertisements a

8   particular said advertisement that has a correlation with the profile; and

9   an output which sends the selected advertisement to the recipient.

1   31.   A system according to claim 30, wherein the output sends the

2   advertisement along with the requested web page so that the advertisement is displayed

3   together with the web page.

1   32.   A method for selecting in real-time and sending an Internet

2   advertisement to a recipient who is using the Internet, comprising the steps of:

3   identifying a web site from which a recipient has requested a web page

4   identifying the web site from which the web page is requested;

5   generating in real-time a profile for the recipient as a result of the identifying of

6   the web site;

7   selecting from a plurality of advertisements at least one said advertisement

8   based upon the generated profile; and

9   sending the selected advertisement to the recipient over the Internet.

1   33.   A method according to claim 32, wherein the step of sending comprises

2   transmitting the advertisement along with the requested web page so that the advertisement is

3   displayed together with the web page.

1   34.   A system for selecting in real-time and sending an Internet

2   advertisement to a recipient who is using the Internet:

3   a data collector that obtains, for a recipient using a browser to request a web

4   page over the Internet, at least one of a first information indicating a location of the recipient, a

5   second information from at least one of a list of preferred websites and a history file listing

6   sites previously visited of the user's browser, a third information from content of at least one

7   website which the recipient has visited, a fourth information about the recipient from a third

8   party, a fifth information from at least one response given by the recipient to a question posed,

9   and a sixth information identifying a web site from which the web page is requested;

10   a profile generator that uses at least one of the first information, the second

11   information, the third information, the fourth information, the fifth information, and the sixth

12   information, in real-time, to generate a profile in real-time for the recipient;

13   a selector which selects from a plurality of advertisements at least one said

14   advertisement having a correlation with the profile; and

15   an output which sends the selected advertisement to the recipient.

1   35.   A system according to claim 34, wherein the output sends the

2   advertisement along with the requested web page so that the advertisement is displayed

3   together with the web page.

1   36.   A method for selecting in real-time and sending an Internet

2   advertisement to a recipient who is using the Internet, comprising the steps of:

3   obtaining, for a recipient using a browser to request a web page over the

4   Internet, at least one of a first information indicating a location of the recipient, a second

5   information from at least one of a list of preferred websites and a history file listing sites

6   previously visited of the user's browser, a third information from content of at least one

7   website which the recipient has visited, a fourth information about the recipient from a third

8   party, a fifth information from at least one response given by the recipient to a question posed,

9   and a sixth information identifying a web site from which the web page is requested;

10   preparing a profile for the recipient in real-time using at least one of the first

11   information, the second information, the third information, the fourth information, the fifth

12   information, and the sixth information;

13   selecting from a plurality of advertisements at least one said advertisement

14   having a correlation with the profile of the recipient ; and

15   sending the selected advertisement to the recipient over the Internet.

1   37. A method according to claim 36, wherein the step of sending comprises

2 transmitting the advertisement along with the requested web page so that the advertisement is

3 displayed together with the web page.

1   38. A system that determines a price for an Internet advertisement sent from

2 a web host computer to a recipient who is using the Internet, comprising:

3   a timer that measures a view time of how long the recipient viewed the

4 advertisement;

5   an analyzer that conducts an inquiry check by determining whether the recipient

6 sent the advertiser an inquiry after receiving the advertisement and conducts an order check by

7 determining whether the recipient has at least begun to place an order with the advertiser after

8 receiving the advertisement; and

9   a price selector which uses at least one of the view time, the inquiry check and

10 the order check to select the price for the advertisement.

1   39. A system according to claim 38, wherein the analyzer concludes a

2 multiple inquiry check by determining whether the recipient sent the advertiser multiple

3 inquiries drawn to at least two different offers by the advertiser and a multiple order check to

4 determine whether the recipient has at least begun to place more than one order with the

5 advertiser after receiving the advertisement, and the price selector uses at least one of the

6 multiple inquiry check and the multiple order check to select the price for the advertisement.

7   40.   A pricing method for determining a price for an Internet advertisement

8   sent from a web host computer to a recipient who is using the Internet, comprising the steps of:

9   measuring how long the recipient viewed the advertisement to obtain a view

10   time;

11   determining whether the recipient sent the advertiser an inquiry after receiving

12   the advertisement to obtain an inquiry check;

13   determining whether the recipient has at least begun to place an order with the

14   advertiser after receiving the advertisement to obtain an order check; and

15   selecting the price for the advertisement according to at least one of the view

16   time, the inquiry check and the order check.

1   41.   A pricing method according to claim 40, further comprising the steps of:

2   determining whether the recipient sent the advertiser multiple inquiries drawn to

3   at least two different offers by the advertiser to obtain a multiple inquiry check;

4   determining whether the recipient has at least begun to place more than one

5   order with the advertiser after receiving the advertisement to obtain a multiple order check;

6   selecting the price for the advertisement according to at least one of the multiple

7   inquiry check and the multiple order check.